

Iowa Core Curriculum Visual Branding Bid

Questions & Answers

Q. Who is/are the audience(s) for the brochure?

A. The audience for the brochure is general, providing basic information about the Iowa Core Curriculum. The inserts would provide detail to the targeted audiences, mainly parents, teachers, and administrators.

Q. Will the Iowa Department of Education provide the content copy for the brochure and for the brochure inserts?

A. The Iowa Department of Education will provide copy.

Q. Will the Iowa Department of Education provide content for the PowerPoint template?

A. The Iowa Department of Education will provide text for the PowerPoint.

Q. What are the objectives for the PowerPoint Template and its structure?

A. The template will provide the design framework for all the Iowa Core Curriculum PowerPoint presentations. The PowerPoint should have title slide, a basic text slide with title, and possible elements for charts, tables, and graphics that can be customized by the presenter when needed.

Q. How many frames does the Iowa Department of Education want the template to consist of?

A. The template could have 5 to 8 template slides.

Q. For the sake of clarity, please explain the difference between a graphic logo and a system logo.

A. The graphic logo represents the Iowa Core Curriculum. The “system logo” is really a graphic element that visually communicates the state’s approach to raising expectations for student performance.

Iowa is structured with several elements that support and provide more detail to the state’s mandated core content Standards. These content standards are broad and must apply to a student in elementary school as well as high school.

While these standards are broad definitions, the supporting Benchmarks provide detail by identifying learning target for a span of grades, such as grades 3-5.

The next level of detail is provided in our Grade Level Indicators, which provide even further detail by showing us what those learning targets look like for each grade.

Even further detail and support is provided by the Iowa Core Curriculum.

All of these elements are aligned with the core content standards.

We want a graphic representation that explains this structure, and how the Iowa Core Curriculum fits into this structure.

This information is provided in narrative form on the Iowa Department of Education website at <http://www.iowa.gov/educate/content/view/1350/1554/>. We are seeking a more concise, visual representation of the structure outlined in the narrative.